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PATENT

Attorney Docket No.: 162

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANT: Yaron REICH GROUP NO.: 3622
SERIAL NUMBER: 10/587,002 CONFIRMATION NO: 2951
FILING DATE: 20-Jan-05 EXAMINER: John W. VAN
TITLE: LBS NOWCASTING SENSITIVE ADVERTISING AND
PROMOTION SYSTEM AND METHOD

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

CERTIFICATE OF TRANSMISSION UNDER 37 C.F.R. § 1.8

Sir:

I hereby certify under 37 C.F.R. §1.8 that the enclosed correspondence is being facsimile transmitted to the USPTO on the date indicated below to 1-571-273-8300, including this page and 3 pages of Power of Attorney, for a total of 4 pages.

Respectfully submitted,

Date: 17 September 2008
Customer No. 77345
Reg. No. 40,000
Tel. No. (301) 952-1011
Fax No. (301) 952-9023

D'vorah Gracser
Agent for Applicant
Dr. D. Gracser Ltd
9003 Florin Way
Upper Marlboro, MD

Attachment

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Attorney Docket No.: 162

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANT:	Yaron REICH	GROUP NO.:	3622
SERIAL NUMBER:	10/587,002	CONFIRMATION NO.:	2951
FILING DATE:	20-Jan-05	EXAMINER:	John W. VAN BRAMER
TITLE:	LBS NOWCASTING SENSITIVE ADVERTISING AND PROMOTION SYSTEM AND METHOD		

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

**TRANSMITTAL OF POWER OF ATTORNEY WITH REVOCATION OF
PREVIOUS POWER OF ATTORNEY**

Sir:

This paper is being submitted together with a new Power of Attorney (with revocation of previous powers) which is signed by the Assignee of record of the patent application. Please record the undersigned as the Agent of record for the present application.

Respectfully submitted,


D'vorah Gracser
Agent for Applicant
Dr. D. Gracser Ltd
9003 Florin Way
Upper Marlboro, MD

Date: 17 September 2008
Customer No. 77345
Reg. No. 40,000
Tel. No. (301) 952-1011
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REVOCATION OF POWER OF ATTORNEY WITH NEW POWER OF ATTORNEY AND CHANGE OF CORRESPONDENCE ADDRESS	Application Number	10/587,002
	Filing Date	20-Jul-2006
	First Named Inventor	Yaron REICH
	Art Unit	3622
	Examiner Name	VAN BRAMER, JOHN W.
	Attorney Docket Number	162

I hereby revoke all previous powers of attorney given in the above-identified application.

A Power of Attorney is submitted herewith.

OR

I hereby appoint the practitioners associated with the Customer Number: _____

Please change the correspondence address for the above-identified application to:

The address associated with Customer Number: 77345

OR

Firm or Individual Name	Dr. D. Graeser Ltd. c/o Discovery Dispatch				
Address	9003 Florin Way				
Address					
City	Upper Marlboro	State	Maryland	Zip	20772
Country	USA				
Telephone	1-301-952-1011	Fax	301-952-9023		

I am the:

- Applicant/Inventor.
- Assignee of record of
 - the entire interest.
 - less than the interest.

See 37 CFR 3.71. Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96)

SIGNATURE of Applicant or Assignee of Record

Name	Yaron Reich		
Signature			
Date	9/9/08	Telephone	1-972-9-9571219

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below.

Total of _____ forms are submitted.

This collection of information is required by 37 CFR 1.36. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and filling and/or suggesting for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450,

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STATEMENT UNDER 37 CFR 3.73(b)

Applicant/Patent Owner: Yaron REICHApplication No./Patent No.: 10/587,002 Filing/Issue Date: 20-Jul-2008Title of Application: LBS NOWCASTING SENSITIVE ADVERTISING AND PROMOTION SYSTEM AND METHOD
NOOLY TECHNOLOGIES LTD
(Name of Assignee) a corporation
(Type of Assignee, e.g., corporation, partnership, University government agency, etc.)

states that it is.

1. the assignee of the entire right, title, and interest; or
2. an assignee of less than the entire right, title and interest.
The extent (by percentage) of its ownership interest is _____% in the patent application/patent identified above by virtue of either:
- A. An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel 018138, Frame 0270, or for which a copy thereof is attached.

OR

- B. A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as shown below:

1. From: _____ To: _____
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 Additional documents in the chain of title are listed on a supplemental sheet.

- Copies of assignments or other documents in the chain of title are attached.
(NOTE: A true copy of the original assignment must be submitted to the Assignment Division in accordance with 37 CFR Part 3, if the assignment is to be recorded in the records of the USPTO. See MPEP 302.08)

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee

16.9.08

Date

1977-9-9 53719

Telephone number

YARON REICH

Typed or printed name

Signature

C60

Title

This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is afforded by 33 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 1.2 minutes to complete, including gathering, preparing, and transmitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450.

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